



## Press Statement Issued by Hammer Lacrosse

### Hammer Ships Ultraflex™ POWERSHAFT AX3045 Lacrosse Shaft Revolutionizing Player Performance and Safety

PLEASANTON, CA, June, 11, 2007 – Hammer Lacrosse today announced it has begun shipping the long awaited Ultraflex POWERSHAFT AX3045 middle/attack shaft to retailer's nation wide. The AX3045 is the first lacrosse handle to use revolutionary Ultraflex™ technology, loaded with high performance features designed for power, control, and speed. Ultraflex™ shafts are lightweight competition sticks featuring military and aerospace materials engineered to deliver ultimate performance:

1. Better Ball Control
2. Increased Speed, Distance and Accuracy
3. Full Load Power Shooting

The heart of the Ultraflex advanced component system is a reinforced vibration-dampening core supporting a high impact armor shell. The vibration dampening core material is the same fine-cell, micro-honeycomb aerospace material used in structural airframe components. It is engineered to withstand high shear load and impact, absorb shock and dampen all levels of vibration.

The Hammer Ultraflex's high impact armor shell is a hybrid weave of military-grade polyamide/carbon fiber melded in an aerospace epoxy polymer resin. The shell is engineered specifically for the high modulus dynamic loading of full contact lacrosse, significantly outperforming state of the art hollow composite and alloy tube shafts. Another significant advantage of the high-performance Ultraflex component-system design is that when it is bent to failure, like an automobile crumple zone, it folds as opposed to the rigid composite tubes and exotic alloys, which on failure, can release a tremendous buildup of stored energy, like a stiff spring breaking.

"The slow market acceptance of composites, driven by poor performance and strength issues, told us something fundamental was missing;" said Rene Meyer, Hammer's VP of Product Development and Manufacturing, "Current composite shafts are little more than a graphite or fiberglass version of an alloy tube, only less durable. We knew that composite engineering was going to advance lacrosse as it has in golf, tennis, skiing and baseball, so we spent the last three years on a NASA-like development project to produce the next generation shaft. As we worked through material combinations in a complex design process, involving extensive player testing, the optimal material components and configuration naturally, almost organically, emerged. We are very excited about the new Ultraflex shaft; it significantly improves playing characteristics with unmatched performance and safety."

"I pried the Hammer away from my son for about 15 minutes this weekend (that's all I could get)" reported Jeff May, Pleasanton, CA Boys U13 Lacrosse Coach, "All I can say is "WOW!". I could not believe how easily I could catch with the Hammer. I knew about the improvements in shot speed, but didn't realize what a difference the shock absorbing capabilities would make catching. What a great shaft! My son loves it too (obviously). He's been on the wall or shooting with it all weekend."

The Men's 30" shaft is now available through Hammer retailers. The women's 32" shaft is on schedule for a mid summer delivery as well as next season's 60" long pole and 40" goalie shaft.

HAMMER LACROSSE is a division of Hammer Sports Inc., a leading developer, marketer and distributor of branded performance sports equipment and accessories. Through an unwavering commitment to innovation, Hammer creates products designed to make every athlete a better athlete. Hammer's products are used primarily in team and individual sports activities such as lacrosse, ice hockey, field hockey, baseball, softball, and water sports. Headquartered in California's high-tech corridor, Hammer

**HammerLacrosse.com**

Hammer Sports Inc. 1989 Santa Rita Rd., Suite A-205, Pleasanton CA 94566, (925) 218-6945

has dedicated R&D and manufacturing facilities with focus on global competition. For more information, visit [www.hammerlacrosse.com](http://www.hammerlacrosse.com).

**HammerLacrosse.com**

Hammer Sports Inc. 1989 Santa Rita Rd., Suite A-205, Pleasanton CA 94566, (925) 218-6945